<u>**CLAIMS**</u>

1. **(previously presented)**   A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, said system comprising:

    an event retriever, said event retriever generating an event pair which comprises a target value and an actual value associated with said schedule of services;

    an event observer, said event observer receiving said event pairs from said event retriever, calculating the difference between said actual and target value, and based on one or more rules from a first set of rules, identifying and notifying a window of opportunity detector regarding potential windows of opportunities, wherein each potential window of opportunity defines a time period of customer inactivity;

    said window of opportunity detector, which receives said potential windows opportunities, detects, based on one or more rules from a set of second rules, if a window of opportunity exists, and if so, matches said detected windows of opportunities with service providers for the purposes of providing a new product or a service separate from said scheduled service.

2. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said event retriever further utilizes service provider schema information stored in a service provider schema database to generate said event pairs.

3. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 2, wherein said service provider schema is a document type definition (DTD).

4. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 2, wherein said service provider schema is an XML schema.

5. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said one or more rules from said set of first rules is a threshold rule, and said potential windows of opportunities are identified based on comparing said difference between said actual and target value against said threshold.

6. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said one or more rules from said set of second rules are provided externally by said service providers.

7. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said system further accesses a subscription management service wherein said events and schedules are defined for tracking.

8. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said

one more rules of said set of first and one or more rules of a set of second rules are stored in a

rule database.

9. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic

approach based on an unexpected change in a schedule of service, as per claim 1, wherein said

events are Internet Calendaring and Scheduling Core Object Specification (iCalendar) events.

10. **(Original)** A system for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of service, as per claim 1,

wherein said event retriever further comprises:

an enhanced gatherer, which dynamically receives information from service providers

over a network using simulated user interaction, and

a pattern matcher, which extracts said event pair from said received information based on

matching the structure of said received information with that of a stored schema of said service

providers.

11. **(Original)** A system for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of service, as per claim 10,

wherein said enhanced gatherer is a web crawler.

12. **(Original)** A system for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of service, as per claim 10,

wherein said network comprises any of the following: local area networks (LANs), wide area

networks (WANs), wireless networks, or the Internet.

13. **(Original)** A system for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 1, wherein said received event pairs are extracted from a markup language form.

14. **(Cancelled)**

15. **(Previously Presented)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, wherein said step of detecting a window of opportunity comprises of:

 electronically acquiring service schedules of one or more service providers;

 detecting an unexpected change in said schedule;

 checking if potential customers are blocked due to said unexpected change in schedule, said blocking defining a period of inactivity;

 detecting one or more potential windows of opportunities for sales to said potential customers;

 checking if service providers benefit from said detected potential windows of opportunities, and

 providing notification regarding said potential windows of opportunities to service providers who benefit from such information, and

 wherein said service providers offer a new product or service separate from said scheduled service to said potential customer during said period of inactivity.

16. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of service, as per claim 15, wherein said step of detecting an unexpected change in said schedule further comprises:

simulating user interaction via data gathering software to request data from service

providers via a network;

receiving information from said service providers via said network;

accessing a service provider schema database and reading schema regarding said service

providers;

matching said received information with said read schema associated with said service

providers, and

extracting data events, comprising actual and target data, based on said matching step.

17. **(Original)** A method for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of service, as per claim 16,

wherein said network comprises any of the following: local area networks (LANs), wide area

networks (WANs), wireless networks, or the Internet.

18. **(Original)** A method for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of service, as per claim 15,

wherein said data gathering software comprises data mining software.

19. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic

approach based on an unexpected change in a schedule of service, as per claim 15, wherein said

extracted data events are iCalendar events.

20. **(Previously Presented)** A method for enhancing sales for service providers by utilizing an

opportunistic approach based on an unexpected change in a schedule of travel services, wherein

said method comprising:

extracting standardized event data comprising an actual event value and a target value from said travel service provider via a network;

comparing, based on one or more rules from a set of first rules, the difference of said actual value and target value against a threshold value;

detecting a window of opportunity based on one or more rules from a set of second rules, and

distributing said window of opportunity information to said service providers for enhancing said service provider's sales, if said detection of window of opportunity occurs said sales providers providing a new product or a new service separate from said scheduled service.

21. **(Original)**   A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 20, wherein said travel services comprises any of: airlines, trains, or buses.

22. **(Original)**   A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 20, wherein said
event data is arrival or departure times and locations associated with said specific airline.

23. **(Original)**   A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 20, wherein said
one or more rules from said set of first rules is based on said difference of actual and target values being above or below a predetermined threshold.

24. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 20, wherein said one or more rules from said set of second rules is based on rules provided by service providers.

25. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 24, wherein said rules provided by service providers are stored in a rules database.

26. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 20, wherein said step of extracting standardized event data further comprises:

accessing said travel service provider's webpage over a network;

posting data regarding a specific travel provider in said webpage and querying for information regarding schedule of said specific travel service;

receiving a web document from said travel service provider regarding said schedule of said specific travel provider;

accessing a service provider schema database and reading a schema associated with said travel service provider;

matching said received web document with said read schema and extracting event data, and

standardizing said extracted event data.

27. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 24, wherein said network comprises any of the following: local area networks (LANs), wide area networks (WANs), wireless networks, or the Internet.

28. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 26, wherein said step of posting data is accomplished using a HTTP POST command.

29. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 26, wherein said web document is of any of following formats: HTML, SGML, or XML.

30. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 26, wherein said read schema is an XML schema.

31. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 26, wherein said read schema is a DTD.

32. **(Original)** A method for enhancing sales for service providers by utilizing an opportunistic approach based on an unexpected change in a schedule of travel services, as per claim 26, wherein said step of standardizing involves standardizing based on iCalendar standard.

33. **(Previously Presented)** An article of manufacture comprising a computer user medium having computer readable code embodied therein which provides for a e-commerce method for enhancing sales to potential customers, said article comprising:

computer readable code electronically acquiring service schedules of one or more service providers;

computer readable code detecting an unexpected change in said schedule;

checking if potential customers are blocked due to said unexpected change in schedule, said blocking defining a period of inactivity;

computer readable code detecting one or more windows of opportunities for sales to said potential customers;

computer readable code checking if service providers benefit from said detected potential windows of opportunities, and

computer readable code providing notification regarding said potential windows of opportunities to service providers who benefit from such information, wherein said service providers offer a new product or service separate from said scheduled service to said potential customers during said period of inactivity.